

**REMARKS**

Claims 1-23 are all the claims pending in this application. Claims 20-23 have been newly added by this Amendment to claim features that are disclosed but were previously unclaimed. No new subject matter has been added. Reconsideration and allowance of all the rejected claims are respectfully requested in view of the following remarks.

**REJECTIONS UNDER 35 U.S.C. §102(e)**

Claims 1-15 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Brody et al. (U.S. Patent Publication No. 2001/0029485). Applicants respectfully traverse this rejection on the following basis.

Independent claims 1 and 6 recite, among other things, the feature of communicating, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction. Brody does not teach or suggest communicating, *without user interaction*, anonymous data *from the second profile to the transaction interface*. Rather, Brody appears to describe providing an anonymous credit card number to a user who may then *manually* enter the credit card number into the transaction interface or providing the anonymous credit card number directly to the merchant.

The Examiner argues that “Brody discloses the use of cookies used to connect the anonymous transaction system with the merchant via the customer computer without requiring user interaction.” *See* Office Action mailed June 27, 2005 at page 2. However, even if Brody did disclose this feature, this is not the same as communicating anonymous data from the second profile to the transaction interface, as claimed. By automatically

communicating the information into the transaction interface, the user may be able to view the anonymous information but is still not required to manually enter the information. Since Brody does not teach or suggest at least this feature, independent claims 1, 6, 11 and the corresponding dependent claims 2-5, 7-10, and 12-15 are not anticipated by Brody for at least this reason.

**REJECTIONS UNDER 35 U.S.C. §103(a)**

Claims 17-19 stand rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Brody et al. (U.S. Patent Publication No. 2001/0029485) in view of the Examiner's Official Notice. Applicants respectfully traverse this rejection on the following basis.

Independent claim 17 recites, among other things, an Internet browser interface that includes a transaction interface having on-line transaction information and an anonymous shopping interface displayed *concurrently* with the transaction interface, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed. See specification, pages 3 and 9.

The Examiner admits that Brody "does not disclose displaying the anonymous transaction interface whenever the browser is displayed," and alleges that it is "old and well-known in the arts to display panels such as toolbars concurrently and persistently in web browsers or other types of graphical user interfaces." Applicant disagrees and traverses the Examiner's application of Official Notice. The Examiner has provided no evidentiary support that this feature is well known within the context of a system and method for enabling a user to transact an anonymous on-line transaction or that the

simultaneous display of the types of interfaces claimed was known. Even if what the Examiner alleges to be known is known, this does not meet the claim language.

Since Brody fails to teach or suggest the invention claimed in independent claim 17 and corresponding dependent claims 18 and 19, these claims are allowable over Brody. Additionally, independent claim 16, which was not addressed by the Examiner, recites features similar to those described above in reference to claim 17. For the foregoing reason, allowance of these claims is requested.

#### **NEWLY ADDED CLAIMS**

Claims 20-23 are supported by the specification as originally filed and have been newly added by this Amendment to further clarify the invention. Independent claims 20 and 21 recited, among other things, an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with options to generate anonymous credit card data *and anonymous delivery data*. At least this feature is not taught or disclosed by Brody. As such, claims 20 and 21 and dependent claims 22 and 23 are patentable over Brody.

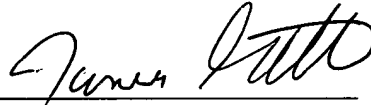
**CONCLUSION**

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action and, as such, the application is in condition for allowance. Notice to that effect is respectfully requested. Applicant does not necessarily agree with all of the other statements made in the Office Action, but the foregoing is sufficient to overcome the rejections.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned.

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Respectfully submitted,



James G. Gatto  
Registration No.: 32694  
PILLSBURY WINTHROP LLP  
P.O. Box 10500  
McLean, Virginia 22102  
703-905-2000

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